

# Las Vegas Chamber of Commerce Business Voice

A Member Publication

May 2010 | Volume 30 Number 5

## Routing Slip

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## What's Inside

**Matt Crosson Q and A**  
3

**Chamber News**  
4

**Health Care reform update**  
6

**New HIRE Act**  
8

**Earth Day Green Business**  
10

**Small Business Week**  
11

**Home-based businesses**  
12

**May Calendar of Events**  
16

## Business Expo 2010 will showcase the "Art of Business"

The Las Vegas Chamber of Commerce Business Expo 2010 on Wednesday, June 23, at the World Market Center Las Vegas will be the summer's best small business networking and trade show. Expo's new venue at World Market Center will give new and seasoned exhibitors a chance to showcase their goods and services to nearly 2,000 potential new customers.

"I hope our members are as excited about this year's Business Expo as I am," says Business Expo committee chairman John Molchon. "This is my eighth Business Expo, and this venue beats them all. Just think of your business having an exhibitor's booth at the world-class World Market Center. I would seriously take advantage of this opportunity. As Ben Franklin once said, 'You may delay, but time will not,' and, 'Never put off till tomorrow what you can do today.' Go to [www.lvchamber.com/business-expo](http://www.lvchamber.com/business-expo) and reserve your space now. It is a very valuable investment in your business."

Business Expo is always one of the Chamber's most popular networking and business showcasing events. This year members have the added benefit of using the World Market Center's state-of-the-art venue to boost sales and build contacts. Members who are serious

about staying ahead of their competition and letting their customers know they are in business are urged to make the commitment and reserve their exhibit space as soon as possible.

"Tangerine Office Systems has taken part in the Chamber's Business Expo for several years," says Tangerine Office Systems President Edy Seaver. "Last year we participated in the 'green' section of the show, we won the Chamber's



Small Business Excellence Award for 'Green Business of the Year.' That gave us excellent exposure in the community." Adds Seaver, "Expo has repeatedly given us around 200 sales leads, and has helped grow our business. We show at least five times a year throughout the valley, and by far, Business Expo gives us the largest return on our investment. My advice for new exhibitors is to be creative with your booth."

*continued on page 30*

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2010**

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## Q&A with new incoming Chamber President and CEO Matt Crosson

Matt Crosson recently took the reins of the Las Vegas Chamber of Commerce as president and CEO. As Matt begins his tenure at the Chamber, he will be meeting with Chamber members to hear what your concerns are, gain valuable insights from members and how the Chamber can continue to serve the needs of the membership. Recently, Matt sent a survey to you to get your feedback. Matt will also be meeting with a variety of community leaders to discuss how the Chamber can collaborate with partners to help Las Vegas continue on its path toward economic recovery.

Matt will address the Chamber membership at the next Membership Power Lunch on Wednesday, May 19, at the Four Seasons Hotel. You can reserve your seat at [www.lvchamber.com](http://www.lvchamber.com). See details on page 16.

*The Business Voice* asked Matt to share some of his thoughts about relocating to Las Vegas and taking over the helm of one of the largest chambers of commerce in the U.S.

**Q:** What first attracted you to the position of president and CEO of the Las Vegas Chamber of Commerce?

**A:** "The very first thing that attracted me to the position was the outstanding reputation of the Las Vegas Chamber. Among chamber of commerce professionals, the Las Vegas Chamber is considered one of the finest in the country. I knew that meant the organization had a committed and involved Board of Trustees, excellent executive leadership and a highly professional staff. Without each of those things, a chamber of commerce could not be successful. The second thing that attracted me to this position was the opportunity that I see for Las Vegas to become an even more significant economic center in the country. The city and region are suffering now because of the recession, but I think that Las Vegas can be well positioned to come out of the recession even stronger than it has ever been. Las Vegas already is a uniquely exciting destination; it can also become a place where a broad cross-section of businesses want to locate and expand. For me, that is an exciting challenge."

**Q:** What was your first impression of Las Vegas?

**A:** "When I first saw the Strip, I was amazed at the creativity of the architecture. Las Vegas may be so close  
*continued on page 28*



Matt Crosson

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### Editorial Policy:

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

### Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

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## Nominations open for 2010 Small Business Excellence Awards

The Las Vegas Chamber of Commerce 2010 Small Business Excellence Awards are now accepting nominations. The Small Business Excellence Awards were designed to recognize excellence in the small business community. Several innovative new changes are being made to the program this year, including the addition of new categories. All nominees must be members of the Las Vegas Chamber of Commerce for a minimum of one year, as of June 2010. Winners will be announced at the Small Business Excellence Awards luncheon Thursday, Sept. 16, 2010.

The Small Business Excellence Awards are sponsored exclusively by Nevada State Bank.

### Small Business Excellence Awards Categories:

**Small Business of the Year** - 5 or fewer full time employees  
**Small Business of the Year** - 25 or fewer full time employees  
**Emerging Business of the Year** – NEW!  
**Non-Profit of the Year**  
**Green Business of the Year**

For more information, visit [www.lvchamber.com/bizes](http://www.lvchamber.com/bizes), contact Susan Sheridan at 702.641.5822, ext. 3835, or e-mail [ssheridan@lvchamber.com](mailto:ssheridan@lvchamber.com).

### Green Initiative Mixer highlights newest green-tech vehicles

Join the Las Vegas Chamber of Commerce and Vegas Young Professionals as we team up for a joint Green Initiative Mixer at Dal Toro Ristorante featuring Celebrity Cars in The Shoppes at The Palazzo on Thursday, May 6! Members will mix and mingle in one of the most unique and newest restaurant venues on the Strip and get up-close-and-personal with alternative fuel vehicles, including the Fisker plug-in hybrid, the Tesla electric car, a super high-tech solar powered car and incredible new hydrogen and vegetable oil-powered vehicles.

In addition to showcasing high-performance green vehicles, Dal Toro Restaurant provides an exceptional venue for networking. The eatery features traditional Italian food with a contemporary twist, as prepared by Chef Fiorenzo Trunzo. Marbled entrances, classic furniture and European contemporary artwork create a stylish, classy atmosphere. This mixer is open to all Chamber members and will feature a full hosted bar with a signature “green” cocktail and hors d’oeuvres.

### Member-to-member discount program supports local economy

When you buy from other Chamber members, and they buy from you, we bolster our local economy.

The Las Vegas Chamber of Commerce member-exclusive member-to-member discount program can help your business grow in three important ways!

- You can advertise special offers, promotions and discounts to other members for FREE
- You can offer as many deals or specials as you choose and update them at any time
- Find goods or services for your business or personal use and get special discounts from Chamber members and realize significant savings

### Here is how it works:

To offer a discount to fellow Chamber members:

You can be as creative as you want in your discount, and you can change or alter the details of the deals you are offering as often as you like. Consider “two-for-one” coupons, free consultations or special add-on values. You can set expiration dates, and the Chamber’s tracking system will help you analyze how well your promotions are working. Best of all, the member-to-member discount program is fast, free and easy. Log on to [www.lvchamber.com](http://www.lvchamber.com) and click on the Members Only section to get started.

For more information, contact MJ Dennis at [mjdennis@lvchamber.com](mailto:mjdennis@lvchamber.com) or call 702.586.3827.

### Meet and Greet the Chamber’s New President & CEO at May 19 Power Lunch

New Chamber President & CEO Matt Crosson will give his first address to Chamber members. Matt will share his experience and background with Chamber members and talk about his optimism about Las Vegas’ future. This event gives you a chance to meet him and network with many of the Chamber’s Board of Trustees and upper level members who are sure to be in attendance. See page 16 for more information.

### Important June Event:

Plan to attend the Chamber Membership Power Lunch on Tuesday, June 8, as the Chamber welcomes featured speaker Karen Mills, Administrator, Small Business Administration. The lunch will be held at the Four Seasons Hotel Las Vegas from 11:30 – 1:00 p.m. Cost: \$50 for Chamber members, \$65 for non-members and for all walk-ins. Check the Chamber Event calendar at [www.lvchamber.com](http://www.lvchamber.com) for more information on this event. ■



### Green Initiative Mixer

**Date:** Thursday, May 6  
**Time:** 5:00 - 8:00 p.m.  
**Location:** Dal Toro Restaurant and Celebrity Cars in The Palazzo  
**Cost:** Complimentary for Chamber members, \$15 for non-Chamber members  
 Sponsored by: NV Energy  
 Hosted by: Dal Toro and Celebrity Cars





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# Health care reform and how it affects your business

**T**he recent passage of the \$940 billion Patient Protection and Affordable Care Act is likely to impact your business, now or in the near future. Here are the basic elements of the plan:

It is estimated that 24,000 Nevada small businesses will immediately be eligible for tax credits for premiums paid for employees they provide with qualified health insurance plans.

## Impact on Large Businesses (51+ employees)

According to the *Wall Street Journal*, by 2014, employers with more than 50 employees that do not provide affordable health insurance coverage for their employees must pay a fine if their employees receive tax credits to buy insurance. That fine is up to \$3,000 per employee, excluding

the first 30 employees. Here is how the implementation timeline will continue to impact businesses:

## 2010:

- Subsidies in the form of tax credits begin for small businesses (2 to 25 full-time equivalent employees) to provide qualified coverage to employees.

## 2014:

- Exchanges will be created where individuals and small businesses can shop for health coverage. Insurance companies will be barred from denying coverage to anyone with pre-existing illnesses.
- Requirement begins for most people to have health insurance.
- Subsidies for small businesses to provide coverage increase. Tax credits will phase out for larger businesses.

## 2017:

- Businesses with more than 100 employees will be able to buy coverage on insurance exchanges, if a state permits it.

## Impact on Small Businesses (50 and fewer employees)

- Employers with 50 or fewer employees will be exempt from any of the above mentioned penalties.

## Key Facts about the Small Business Health Care Tax Credit

- The tax credit, which is effective immediately, can cover up to 35 percent of the premiums a small business pays to cover its workers. In 2014, the rate will increase to 50 percent.
- Both small for-profit businesses and small non-profit organizations are eligible.

## Key Elements

- Small business eligibility: Qualifying firms must have less than the equivalent of 25 full-time workers (e.g., a firm with fewer than 50 part-time workers would be eligible), pay average annual wages below \$50,000 and cover at least 50 percent of the cost of health care coverage for their workers.
- Benefits: The credit is worth up to 35 percent of a small business's premium costs in 2010. On January 1, 2014, this rate increases to 50 percent.
- Immediate availability: The credit is effective January 1, 2010. As a result, small businesses that provide health care for their workers will receive immediate help with their premium costs. Additional firms that initiate coverage this year will also get a tax cut as well.
- Non-profits are eligible for credits: Tax-exempt organizations are eligible for a 25 percent tax credit in 2010. In 2014, this rate increases to 35 percent. (The credit rates are lower for non-profits to ensure that the value of the credit is approximately equal to that provided to for-profit firms that cannot claim a tax deduction for the amount of the credit claimed.)

*continued on page 28*



## Small Business Administration provides hypothetical case studies that demonstrate health care legislation's impact

### Small Business Health Care Tax Credit: Four Cases

Here is a look at how four hypothetical businesses might be impacted by the Small Business Health Care Tax Credit:

#### Example 1: Main Street Mechanic - Auto Repair Shop

- Employees: 10
- Wages: \$250,000 or \$25,000 per worker
- Employer Health Care Costs: \$70,000  
2010 Tax Credit: \$24,500 (35% credit)  
2014 Tax Credit: \$40,000 (50% credit)

#### Example 2: Downtown Diner - Restaurant

- Employees: 40 half-time (equivalent of 20 full-time)
- Wages: \$500,000 or \$25,000 per full-time equivalent worker
- Employer Health Care Costs: \$240,000  
2010 Tax Credit: \$28,000 (35% credit with phase-out)  
2014 Tax Credit: \$40,000 (50% credit with phase-out)

#### Example 3: 1st Street Family Services - Foster Care Non-Profit

- Employees: 9
- Wages: \$198,000 or \$22,000 per worker
- Employer Health Care Costs: \$72,000  
2010 Tax Credit: \$18,000 (25% credit)  
2014 Tax Credit: \$25,200 (35% credit)

#### Example 4: Acme Air Conditioning, LLC - Manufacturing Company

- Employees: 12
- Wages: \$420,000 or \$35,000 per full-time equivalent worker
- Employer Health Care Costs: \$90,000  
2010 Tax Credit: \$14,700 (35% credit with phase-out)  
2014 Tax Credit: \$21,000 (50% credit with phase-out)



# Smarter Greener Better

If today's economic and energy challenges have left you pondering what you can do to reduce your energy costs while increasing the energy efficiency of your home or business, visit [www.swgas.com/efficiency](http://www.swgas.com/efficiency) to learn why natural gas is your smarter, greener, better energy solution.



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## New HIRE Act gives businesses incentives to save small businesses money

If you are thinking about adding new employees to your payroll, now is the time to do it. The Hiring Incentives to Restore Employment Act (HIRE Act) provides a number of attractive, money-saving incentives for small business owners who hire unemployed and underemployed workers. Rob Elliot, Southern Nevada Regional Director in Nevada Senator Harry Reid's office, breaks down the specifics of the act in a special *Business Voice* Q&A:

**Q:** What are the main points of the act?

This act:

- Creates a new tax incentive for businesses to hire unemployed workers to spur immediate job growth;
- Helps small businesses grow and hire more workers by allowing them to write off more of their expenditures;
- Extends transportation programs to rebuild our nation's infrastructure and save jobs; and
- Expands the Build America Bonds program to allow state and local governments to finance more infrastructure projects and put people to work.

**Q:** How does my business qualify?

**A:** The new law creates hiring incentives by amending the tax codes that apply to for-profit organizations and non-profit organizations (including institutions of higher education) and will remain in effect until December 31, 2010.

**Q:** What do I have to do?

**A:** The payroll tax exemption applies to workers hired after February 3, 2010, who were unemployed or employed for less than 40 hours during the 60 days prior to the date employment began. Employers can rely on employee certifications, made under penalties of perjury, that they meet the unemployment or underemployment requirement. The IRS has created a model affidavit, form

W-11, that employers can use for this purpose. The payroll tax exemption is claimed on the employer's federal payroll tax form beginning with the second quarter for 2010. Small businesses can take advantage of the expensing provision on their 2010 income tax returns. Download form W-11 by visiting [www.irs.gov/pub/irs-pdf/fw11.pdf](http://www.irs.gov/pub/irs-pdf/fw11.pdf).

**Q:** What will my business get in return?

**A:** Businesses will receive an exemption from Social Security payroll taxes they owe for every worker hired in 2010 who has been unemployed for at least 60 days. The maximum value of this incentive is \$6,621, which equals to 6.2 percent of wages paid in 2010 up to the FICA wage cap of \$106,800. The longer that a business has a new qualified worker on its payroll, the greater the tax benefit. This would create an incentive for businesses to hire people now. In addition, to promoting long-term employment, there would be an additional \$1,000 income tax credit for every new employee retained for 52 weeks.

**Q:** What are some other advantages small business owners can access?

**A:** The new law enhances the write-off that small businesses can take for purchases of certain equipment, which would help small business entrepreneurs make the investments they need to grow and hire more workers. Specifically, the HIRE Act extends a provision in the American Recovery and Reinvestment Act, or the Stimulus bill, that allows small businesses to deduct up to \$250,000 of the cost of qualifying property in the year it is purchased, rather than waiting to recover the costs through depreciation deductions over a number of years.

Without new legislation, the amount small businesses may expense would have fallen to approximately \$133,000. This provision extends expensing thresholds so small businesses are able to write off up to \$250,000 of certain capital expenditures (subject to a phase-out if expenditures exceed \$800,000) in 2010 in lieu of depreciating those costs over time.

**Q:** In what ways is it anticipated that the jobs bill will tangibly boost economic expansion in Southern Nevada?

**A:** While we are starting to see positive signs for the economy, Nevada's recovery will not be sustainable until employers have enough confidence to begin hiring again. The incentives included in the HIRE Act are designed to give employers an extra incentive

*continued on page 30*

**W-11** Hiring Incentives to Restore Employment (HIRE) Act Employee Affidavit

Do not send this form to the IRS. Keep this form for your records.

To be completed by new employees. Affidavit is not valid unless employee signs it.

I certify that I have been unemployed or have not worked for anyone for more than 60 days during the 60-day period ending on the date I began employment with this employer.

Your name \_\_\_\_\_ Social security number \_\_\_\_\_

First date of employment \_\_\_\_\_ Name of employer \_\_\_\_\_

Under penalties of perjury, I declare that I have examined this affidavit and, to the best of my knowledge and belief, it is true, correct, and complete.

**Instructions to the Employer**

Section references are to the Internal Revenue Code.

**Purpose of Form**

Use Form W-11 to certify that an employee is a qualified employee under the HIRE Act. You can use another document if it contains the information above and the employee signs it under penalties of perjury.

Any individual who meets all the requirements of a qualified employee under the HIRE Act may use this form to certify that the employee is a qualified employee.

**A "qualified employee" is an employee who:**

- begins employment with you after February 3, 2010, and before January 1, 2011;
- certifies by signed affidavit, or similar statement under penalties of perjury, that he or she has not been employed for more than 60 days during the 60-day period ending on the date the employee begins employment with you;
- is not employed by you to replace another employee unless the other employee is excluded from employment, or is on leave (including sick leave); and
- is not covered by the unemployment or underemployment requirements of the HIRE Act.

If you are an eligible or non-eligible employee, you must also certify that you are not an eligible or non-eligible employee under the HIRE Act.

Do not send this form to the IRS. Keep it with your other payroll and payroll tax records.



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## Chamber members celebrated Earth Day with innovative concepts

The Las Vegas Chamber of Commerce and its Green Initiative Committee encouraged members to join with the community in support of the 40th anniversary of Earth Day on Thursday, April 22. Members came up with a number of creative ways to show their commitment to sustainable business practices and protection of the environment.

### St. Rose Dominican Hospitals

The Chamber's Green Initiative partnered with St. Rose Dominican Hospitals for a community - wide Earth Day event. Attendees could choose from a full program of speakers covering green topics relevant to business and home owners, as well as stroll by vendor tables displaying green products and services.

"Going green is important to all of our employees at St. Rose Dominican Hospitals," says spokesperson Vicky VanMeetren. "We were very excited to join the Chamber and share this important value of stewardship. We all must be good stewards of protecting our environment by recycling our trash and batteries, reducing our landfill and taking care of our earth for future generations. It is the right thing to do, and through changing a few small things, we can make a huge difference together. The Las Vegas Chamber of Commerce is helping us all get started."

### Vegas PBS

Fresh from the opening of its LEED®-certified Educational Technology Campus, Vegas PBS celebrated Earth Day with the raising of a special commemorative Earth Day flag. The sustainable project serves as a national PBS model for public/private partnerships in education. Says Vegas PBS spokesperson Glenda McCartney, "At Vegas PBS, every day is Earth Day."

The Chamber also conducted a "green" business-to-business mixer at Lucille's at the District, hosted by Evergreen Recycling, Greenspun Media Group and Shred-It.

"The Chamber's Green Initiative continues to garner a great deal of support from the business community," says program coordinator Lauren Boitel. "Our goal is to continue to promote sustainable business practices and give our members the tools and support they need to make positive changes in their places of business. The outpouring of support for Earth Day demonstrates the growing commitment we're seeing from our members and from the business community as a whole."

To learn more about how you can become involved with the Chamber's Green Initiative, visit [www.lvchamber.com](http://www.lvchamber.com), choose Programs and then click on Green Initiative or call 702.641.5822. ■



Alison Haugh, Green Initiative Committee member, educates the community about the Chamber's Green Roots program at an Earth Day fair at St. Rose Dominican Hospital - San Martín Campus.



Members of the Chamber's Green Initiative Committee, Chamber's Navigators, Going Green Girl and Recycle Man pose with Tom Axtell, General Manager, Vegas PBS, in celebration of their Earth Day Flag Raising and Green Roots 4th tier achievement.



## National Small Business Week: small business importance to national economy

**T**he country will celebrate National Small Business Week May 23-29. Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. As part of National Small Business Week, the U.S. Small Business Administration recognizes the special impact made by outstanding entrepreneurs and small business owners.

In 2010, National Small Business Week will honor the estimated 27.2 million small businesses in America. Small businesses are major contributors to the strength of the American economy. More than half

of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country.



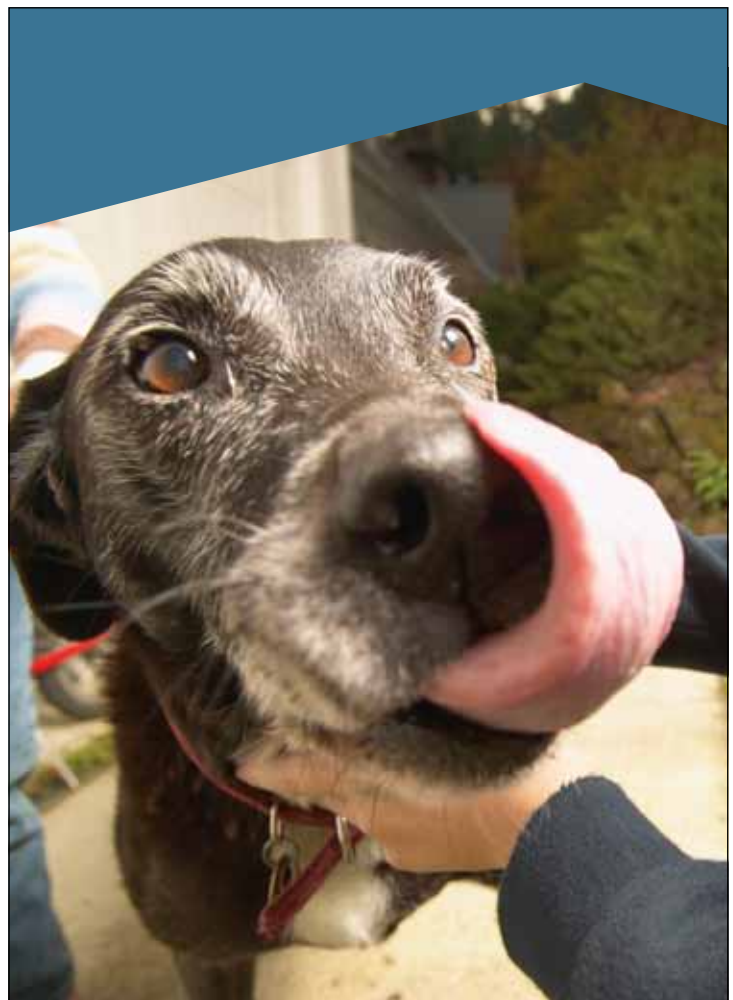
In support of National Small Business Week, the Small Business Administration is promoting the many programs, tools and resources it offers exclusively for small businesses.

**SCORE:** A nationwide network of small business counselors composed of a cadre of nearly 10,500 volunteer business men and women in 389 chapters nationwide. SCORE is a unique federal government resource that utilizes volunteers, both working and retired, with expertise to advise small businesses, lead business seminars and coach entrepreneurs online. A resource partner of the Small Business Administration for more than 40 years, SCORE has helped more than 7 million businesses succeed and stay active in the local and national small business marketplace.

**Financial assistance:** The Small Business Administration offers numerous financial assistance programs to help small firms raise capital. Learn more about loan guaranty and other financial assistance programs at [www.sba.gov](http://www.sba.gov).

**Small Business Development Centers:** Provide management assistance to current and prospective small business owners. Small Business Development Centers offer one-stop assistance to individuals and small businesses by providing a variety of information and guidance in central and accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments. Visit [www.sba.gov/sbdc/aboutus](http://www.sba.gov/sbdc/aboutus).

For more information about National Small Business Week and government programs designed to assist small business owners, visit [www.nationalsmallbusinessweek.com/](http://www.nationalsmallbusinessweek.com/). ■



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# Starting a home-based business while you still have a “day job”

By Dave Archer, CEO, NCET (Nevada's Center for Entrepreneurship and Technology)

**M**ost entrepreneurs don't have the luxury of quitting a reliable day job one day and launching a full-scale money-making business venture the next. The majority of long-term success stories involve a gradual transition from working for someone else, to working exclusively for yourself. There are a lot of benefits to this approach – a steady paycheck, health benefits and retirement fund, to name a few. There are also some potential pitfalls to be aware of. Here are some things to consider:

## Don't cheat your current employer

If you're working a 9 to 5 job while trying to launch a business, it can be tempting to try and sneak in a few quick e-mail responses, phone calls or online research here and there. Those little cheats can add up, however, and you could

find yourself without a job, or even worse, with a reputation for having a poor work ethic. Both can seriously impede your entrepreneurial pursuits.

On the other hand, if you are completely unavailable to potential customers, vendors and investors during normal business hours, that negatively impacts your fledgling business. Consider these legitimate approaches to fair play:

## Establish a website and email address as one of your first business start-up priorities

Have a FAQ section on the site that answers the most commonly-asked questions about your company; invite potential customers to correspond with you by email; make yourself available by phone or in person during designated “after hours” times; have an automated response system set up on your email system that lets people know their message was received, and will be responded to in a timely manner. Some other time-savers:

- Utilize a virtual answering service that can promptly and professionally answer your designated business phone number and deliver the messages to you via text or e-mail.
- Use every bit of your company break time and lunch time to return calls, answer e-mails and

make contacts in person or electronically.

## Let your employer know what you're up to

Many entrepreneurs are afraid that if they let their employer know they are trying to launch a business they'll be fired on the spot. While that is a legitimate concern in today's economic environment, you could face even stiffer legal issues if you conduct business on the sly. Try these approaches:

- Read through your employment contract and employee handbook and make sure you understand your rights and obligations as an employee. In rare cases, businesses have sued former employees-turned-entrepreneurs for intellectual property rights, claiming the employee developed an idea, concept or service while still employed by them.
- Go to your supervisor and explain that you're involved in a “side interest” that may or may not turn a profit in the future, and ask for a letter of understanding to be drawn up that protects you both. In short, the letter should outline that you will not use company time, property or materials to conduct a side business, and in return, if your business becomes profitable and you leave, the company has no claims to the fruits of your labor.

## Be practical about using your existing benefits

When you sense you're nearing a point where you can quit your day job and work exclusively for yourself, consider all of your options. Do you have unused vacation or sick time you can use up? Does your company offer an unpaid leave of absence that would allow you a few weeks to work full-time at your own business before completely severing ties? If you're eligible for profit sharing or a bonus, time your departure in such a way that you get all of the financial compensation owed to you.

Last but not least, make sure you leave your old company on good terms. They can become great referrals, and sometimes, even become clients.

*NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit [www.NCET.org](http://www.NCET.org) for more information. ■*





## Becoming a leader in your industry gets you recognition

The most effective way to dominate your marketplace and ultimately increase sales and profits is to position yourself as the expert in your industry. By developing top-of-mind name recognition and the reputation as an authority figure, the demand for your advice, products and services will skyrocket.

Eileen Proctor will be the featured speaker at the Las Vegas Chamber of Commerce Wednesday, May 12, Business Education Series', "Position Yourself as the Expert: How to Develop Name Recognition and Leadership in Your Industry." Proctor will share tips on:

- No-cost ways to position yourself as an expert
- How to easily implement actionable tactics to quickly elevate you to a position as a leader
- Ways to capitalize on your leadership role to build your business ■

### Business Education Series

**Date:** Wednesday, May 12

**Time:** Doors open at 7:00 a.m.

Registration & networking: 7:00 – 7:30 a.m.

Program: 7:30 – 9:00 a.m.

**Location:** Brio Tuscan Grille, 6653 Las Vegas Blvd. S., 89119  
(at Town Square)

**Speaker:** Eileen Proctor

**Program:** "Position Yourself as the Expert: How to Develop Name Recognition and Leadership in Your Industry"

**Cost:** \$30 for Chamber members with a prepaid reservation, \$45 for non-Chamber members with a prepaid reservation and \$50 for walk-ins. Week of event price is an additional \$5. Register by visiting [www.lvchamber.com](http://www.lvchamber.com) or by calling 702.641.5822 and asking for Member Services.



**Eileen Proctor**

Sponsored by:



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Experience the Art of Business

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At World Market Center Las Vegas

## Exhibit spaces

- **Exhibit booths start as low as \$525, includes 20 complimentary tickets - a \$200 value**
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- **200 exhibitors on hand, including food and beverage sampling**
- **Free and convenient parking**

*Must be a Chamber Member to exhibit at Business Expo.*

Business Expo Partner:



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**Get your products and  
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**Las  
Vegas** Chamber  
of Commerce

**still available**

**Wednesday, June 23**

**Exhibits open Noon – 5:00 p.m. Admission \$10.00**

World Market Center Las Vegas - Building C  
495 S. Grand Central Parkway, Ste. 2203

**Visit [www.lvchamber.com](http://www.lvchamber.com) or call 702.641.5822**

**Las  
Vegas** Chamber  
of Commerce



# May Chamber Events

## Two easy ways to register for Chamber events:

Log on to [www.lvchamber.com](http://www.lvchamber.com) and find your event on the Event Calendar. Call 702.641.5822 and ask for Member Services.

4

## How to Series: Start Your Own Business

### Session One: The How To's of Starting Your Business

Date: Tuesday, May 4  
Time: 8:00 - 10:15 a.m.  
Location: Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
Details: Let the Chamber and SCORE guide you through the process of getting your new business up and running. The Chamber's new four-part How to Start Your Own Business series includes step-by-step sessions designed to help you navigate the complexities of starting a new business.  
Cost: Complimentary. Space limited.



5

## Business Survival Counseling Sessions

Date: Wednesday, May 5  
Time: 11:00 a.m., 1:00, 2:00, 3:00 & 4:00 p.m., One member per time slot  
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
Details: Expert business professionals from SCORE will be on hand during FREE one-on-one counseling sessions exclusive to Chamber members to help assess your business concerns and provide the advice, tools and resources needed to keep your business operating during the slow economy.  
Cost: Complimentary, Chamber members only.



6

## Green Initiative and Vegas Young Professionals Joint Mixer

Date: Thursday, May 6  
Time: 5:00 - 8:00 p.m.  
Location: Dal Toro Ristorante  
3325 Las Vegas Blvd. S., Ste. 200, Las Vegas 89109 (at the Palazzo)  
Details: Get an exclusive sneak peek at some of the most impressive, high-tech alternative-fuel cars hitting the market, including the Fisker plug-in hybrid and the Tesla electric car, as well as super high-tech solar, hydrogen and vegetable-oil powered vehicles. The hosted bar features a signature "green" cocktail and hors d'oeuvres. Great raffle prizes, a driving simulator and luxury car test drives will make this a once-in-a-lifetime experience.  
Cost: Complimentary for Chamber or VYP members, \$15 for non-members

Hosted by:



Sponsored by:



12

## Chamber Voices Toastmasters



Date: Wednesday, May 12  
Time: 10:45 a.m. - 12:00 p.m.  
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
Details: Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.  
Cost: \$45 every six months, guests always complimentary.

18

## How to Series: Start Your Own Business

### Session 2: How to Write a Business Plan

Date: Tuesday, May 18  
Time: 8:00 - 10:15 a.m.  
Location: Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
Details: In this session you will receive expert tips on what to include in your business plan to get noticed and financed in today's tight credit market.  
Cost: Complimentary, space limited.



18

## Free Legal Solutions for Small Business

Date: Tuesday, May 18  
Time: Appointment times: 6:00 - 6:50 p.m., 7:00 - 7:50 p.m., two members per time slot  
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
Details: Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax.  
Cost: Complimentary, Chamber members only.



19

## Membership Power Lunch

Date: Wednesday, May 19  
Time: 11:30 a.m. - 12:00 p.m. Registration  
12:00 - 1:00 p.m. Program  
Location: The Four Seasons  
3960 Las Vegas Blvd. S., Las Vegas, 89119  
Speaker: Matt Crosson, President and CEO of The Las Vegas Chamber of Commerce  
Details: New Chamber President & CEO Matt Crosson will give his first address to Chamber members. Matt will share his experience and background and talk about his optimism about Las Vegas' future. This event gives you a chance to meet him and network with many of the Chamber's Board of Trustees and upper level members who are sure to be in attendance.  
Cost: \$50\* for members with a prepaid reservation, \$65\* for non-members with a prepaid reservation, \$70 for walk-ins.

Sponsored by:



20

## President's Club & Board of Advisors: Meet & Greet with Matt Crosson

Date: Thursday, May 20  
Time: 5:00 - 7:00 p.m.  
Location: Mastro's Ocean Club at Crystals in CityCenter  
3720 Las Vegas Blvd. S., Ste. 244, Las Vegas, 89109  
Details: An exclusive event for President's Club and Board of Advisors members to meet the new President and CEO Matt Crosson. Enjoy specialty wine and appetizers in Mastro's sophisticated and stylish private dining space.  
Cost: Complimentary and open to primary President's Club or Board of Advisors main member only. RSVP required.

Hosted by:



12

## Business Education Series

### Position Yourself as the Expert: How to Develop Name Recognition and Leadership in Your Industry

Date: Wednesday, May 12  
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
7:30 - 9:00 a.m. Program  
Location: Brio Tuscan Grille  
6653 Las Vegas Blvd. S., 89119 (at Town Square)  
Speaker: Eileen Proctor  
Details: Learn how to establish top-of-mind name recognition and the reputation for yourself as an authority figure in your business marketplace. In a fun and interactive presentation, expert Eileen Proctor will reveal the top ten low or no cost ways to position yourself as an expert and be empowered with easy-to-implement, actionable tactics.  
Cost: \$30\* for members with a prepaid reservation, \$45\* for non-members with a prepaid reservation, \$55 for walk-ins.

Hosted by:



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\*\$5.00 surcharge for registration placed week of the event.



## New Member Breakfast

**Date:** Wednesday, May 26  
**Time:** 7:00 - 7:30 a.m. Registration and networking,  
7:30 - 9:00 a.m. Program  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
**Details:** Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards!  
**Cost:** By invitation only, complimentary.

Sponsored by:

**Chamber Insurance & Benefits, LLC**

## Chamber Voices Toastmasters



**Date:** Wednesday, May 26  
**Time:** 10:45 a.m. - 12:00 p.m.  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,  
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
**Details:** Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.  
**Cost:** \$45 every six months, guests always complimentary.

## Member-To-Member Marketing Expo Mixer and Mini Tradeshow

**Date:** Thursday, May 27  
**Time:** 4:00 - 6:00 p.m.  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,  
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)  
**Details:** Showcase your products and services to other members of the Chamber in a high-energy mini-trade show environment while you also learn more about Chamber programs and enjoy great food. Cash bar available.  
**Cost:** Complimentary by invitation only, \$100 for Table Top display

Sponsored by:



4

## Vegas Young Professionals Morning Buzz

**Date:** Tuesday, May 4  
**Time:** 7:00 - 9:00 a.m.  
**Location:** Proforma Element 7  
6525 W. Warm Springs Rd. Ste. 100, Las Vegas 89118  
**Details:** Are you interested in learning more about Vegas Young Professionals (VYP)? Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work.

Hosted by:



10

## Vegas Young Professionals Toastmasters Strip View Speakers

**Date:** Monday, May 10  
**Time:** 5:30 - 6:00 p.m. Check in & networking  
6:00 - 7:00 p.m. Meeting  
**Location:** The Platinum Hotel  
211 E. Flamingo Rd., Las Vegas 89169  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you. For more information visit [www.vegasyyp.com](http://www.vegasyyp.com).  
**Cost:** \$60 to join, \$36 every six months.

Hosted by:



20

## Vegas Young Professionals May Fusion Mixer

**Date:** Thursday, May 20  
**Time:** 6:00 - 8:00 p.m.  
**Location:** TBD  
**Details:** Join VYP for this month's Fusion Mixer, complete with drink specials and complimentary appetizers. Mix and mingle to make valuable business connections with fellow young professionals.  
**Cost:** \$10 for members; \$15 for non-members. RSVP today at [www.VegasYP.com](http://www.VegasYP.com).

24

## Vegas Young Professionals Toastmasters

**Monday, May 24**  
See May 10 for time and location details.



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## Follow us and become a fan!

The Chamber is on Twitter and Facebook. Links are available from our home page at [www.lvchamber.com](http://www.lvchamber.com).

Save [www.lvchamber.com](http://www.lvchamber.com) in your favorites and stay connected with the latest business information and event news!





**Tim Collins**  
**Vice President/Project Manager**  
**Veolia Transportation**

Tim Collins oversees fixed route bus service for the Regional Transportation Commission, Veolia Transportation's largest transit contract in North America. Collins and his team of 1,120 employees operate some 400 vehicles throughout the Las Vegas Valley. He began his transit career 35 years ago working with some of the largest, most complicated transit systems in the country. Collins gained "hands on" experience in planning, consulting and operations management. A graduate of the University of Notre Dame, Collins also has a master's degree from Syracuse University.



**Mark Haley**  
**President**  
**Smart City Networks**

Smart City Networks is the nation's leading provider of telecommunications and technology. Mark Haley brings more than 25 years of experience in the meetings industry from his previous positions with the Las Vegas Convention and Visitors Authority and ARAMARK Corp. Haley is involved with Valley High School's Academy of Hospitality and Tourism and with the International Association of Assembly Managers and International Association of Exhibition and Events. Haley holds a bachelor's degree in accounting from University of Scranton in Pennsylvania.



**Tim Hingtgen**  
**CEO/Managing Director**  
**Summerlin Hospital Medical Center**

Tim Hingtgen rejoined United Health Services in April 2004 as COO of Summerlin Hospital Medical Center. He has served as interim CEO since November 2004. Prior to rejoining Summerlin, he served as COO of Havasu Regional Medical Center in Lake Havasu and then as CEO of Medical Center of Southern Indiana. Prior to these posts, Hingtgen participated in the development and opening of Summerlin Hospital, at first as marketing director and later as administrative project director.



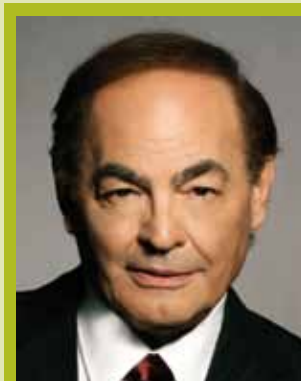
**Michael Krein, Ph.D.**  
**Nevada Licensed Real Estate Broker**  
**Sellstate NRES**

Dr. Michael Krein is the owner/broker of Sellstate NRES, formerly known as Nevada Real Estate Services. Over the past 25 years he has personally listed and/or sold in excess of 15,000 single family homes. In addition to owning Sellstate NRES, Dr. Krein is also a senior instructor at the Las Vegas Kung Fu Academy, is a Nevada State-approved Real Estate instructor and holds a GT class racing license.



**Jean Meeks, Ph.D**  
**CEO & Founder**  
**positive eye consulting**

Dr. Jean Meeks is a passionate and energetic organizational strategist. With more than two decades of executive management experience, Dr. Meeks builds empowered client partnerships focused on creating sustainable, bottom-line profits. She earned a master of accountancy degree at Southern Utah University and a Ph.D. in organization systems at Saybrook Graduate School and Research Center in San Francisco. Dr. Meeks is sought after by management teams around the country for her expertise and unique TADAPT™ model of change.



**Phil Ruffin**  
**Owner**  
**Treasure Island Hotel & Casino**

Phil Ruffin started his business in 1959 with one convenience store, and his holdings quickly grew to 65 stores in four states. Ruffin's diverse ventures expanded to gaming in 1998 with the purchase of the Frontier Hotel and Gambling Hall, which he renamed The New Frontier Hotel and Casino before selling it in August 2007 for a record \$1.24 billion. Ready to return to the Strip, Ruffin purchased Treasure Island on March 20, 2009.



**Victoria VanMeetren**  
**President**  
**St. Rose Dominican Hospitals,  
San Martin Campus**

Victoria VanMeetren is a three-time UNLV graduate. She started her professional career as a bedside nurse and progressively advanced into other administrative roles. VanMeetren has been instrumental in building several hospital additions and a number of medical office buildings and ambulatory services. VanMeetren is involved in her community and sits on several boards, including the Chamber's Board of Trustees. She has been recognized as one of the most influential businesspeople in Southern Nevada, was 2007 Nevada Mother of the Year, and a 2008 Woman of Distinction.



**William E. Wells, CPA**  
**Executive Managing Director**  
**McGladrey & Pullen, LLP**

Bill Wells oversees the McGladrey Las Vegas and Phoenix offices. McGladrey is a leading professional services firm providing audit, tax and business consulting services, with 7,000 professionals in nearly 100 offices. Wells is the past chairman of the Las Vegas Chamber of Commerce Board of Trustees, Young President's Organization and Opportunity Village. He has served on various boards including Lied Discovery Children's Museum, UNLV Accounting Advisory Council, Nevada Development Authority and Boulder Dam Area Boy Scouts.





**Tom DeFloria**  
**Vice President of Enterprise Sales**  
**Info USA**

Tom DeFloria is the vice president of Enterprise Sales for the western United States. DeFloria started Info USA Las Vegas in 2005, and has expanded operations to offices in Seattle, Los Angeles, Phoenix and San Carlos. He is a native of Pittsburgh and completed his undergraduate degree in Business Administration at Westminster College in New Wilmington, PA. In 2005, DeFloria earned an MBA from the University of Phoenix in Henderson, Nevada.



**Victor Fuchs**  
**President**  
**Helix Electric**

Victor Fuchs began his electrical contracting career at Helix Electric in 1984. In 2001 Fuchs acquired ownership of the Las Vegas division, which today, is a leader in the industry and the largest merit shop contractor in Nevada. Fuch's community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters and YMCA, as well as numerous youth teams, 4H clubs and many other charitable organizations.



**Valerie Glenn**  
**President, CEO and Owner**  
**The Glenn Group**

Valerie Glenn leads one of the largest advertising and public relations agencies in Nevada. She has been named Master Entrepreneur of the Year by the Business Report, Marketer of the Year by the American Marketing Association, 2007 Raymond I. Smith Civic Leader of the Year by the Reno-Sparks Chamber of Commerce, and has being awarded the Thomas E. Wilson Lifetime Achievement Award by the Advertising Association of Northern Nevada. Glenn is a member of the International Women's Forum of Nevada and serves on the board of Employers Holdings, Inc.



**Scott Howard**  
**Principal**  
**Commercial Roofers, Inc.**

Scott Howard is a third generation roofer/contractor whose family business has been in the Las Vegas Valley since 1959. Howard started in the industry by helping his father as a child. He has since held several positions including project manager, unit manager and regional manager. Howard serves as a trustee of the Las Vegas Metropolitan Police Neighborhood Watch Board, is a graduate of Leadership Las Vegas, and has served the Desert Southwest chapter of the National Multiple Sclerosis Society in multiple positions.



**Stephan Kordt**  
**Structural Engineer**  
**Halcrow Yolles**

Stephan Kordt, a licensed structural engineer with more than 15 years of experience, and Frank Martinovic, also a licensed structural engineer, manage the Las Vegas office of Halcrow Yolles, an international engineering firm with projects located around the globe. Halcrow Yolles has demonstrated excellent leadership, design capability and client focus through work on challenging projects including CityCenter, World Market Center, the Venetian Resort Hotel Casino, Nevada Cancer Institute and the Coliseum at Caesars Palace.



**Georges Maalouf**  
**Owner and Consultant**  
**Maalouf Benefit Resources**

Maalouf Benefit Resources is a locally owned and operated insurance brokerage and consulting firm specializing in employee benefits. With more than 16 years of industry experience, founder Georges Maalouf has emerged as a foremost expert in the field. His commitment to technology as an integral component of the employee benefits process is helping to redefine the human resource/employee relationship. Maalouf is a lifelong Las Vegas resident and a graduate of UNLV. He is active in a number of local charities and civic organizations.



**David Moody**  
**President and CEO**  
**First Security Bank of Nevada**

David Moody started his banking career as a part-time teller and collector while attending school at Southern Utah State College. After graduating with a degree in business education, he was hired by First Security Bank of Utah as a mortgage loan officer. Upon moving with his family to Las Vegas in 1989, Moody was the first employee in the state of Nevada for First Security Bank of Utah.



**Robert Orgill**  
**Vice President of Business Development**  
**BNY Mellon Wealth Management**

Robert Orgill has been a Las Vegas resident for more than 35 years. Throughout that time he has held diversified positions of responsibility including music teacher, CEO of Capurro/Voss and Associates (now Mercer) and co-owner of Orgill/Singer Insurance and Investments, to name just a few. Orgill is very active in the Chamber, serving as a Chamber Prospector and as 2010 Chairman of the Business Council. Orgill is a prior board member of Shade Tree and currently sits on the board for Valley Hospital.



**Larry Singer**  
**Vice President**  
**Grubb & Ellis Las Vegas**

Larry Singer is a 30-year veteran of commercial real estate and is consistently one of Southern Nevada's top-producing tenant rep agents. Singer has been called upon numerous times to act as Court Appointed Receiver or Bankruptcy Trustee for the management and maintenance of real property. He is an active member of the Las Vegas Chamber's Board of Trustees. In addition, he has served as chairman of the Lied Institute of Real Estate Studies at UNLV and as chairman of Big Brothers Big Sisters of Southern Nevada.



**Cheryl Vereen**  
**General Manager**  
**House of Blues Las Vegas/Foundation Room**

Cheryl Vereen began her career at House of Blues in 2000, where she opened the Anaheim venue in California. She rejoined House of Blues in 2007, where she became the general manager of the Las Vegas venue. She also oversees operations at the newly-opened B.B. King's Blues Club. Both venues pride themselves in soulful music and delicious cuisine.





**Sandler Training**, celebrated seven years in Las Vegas with a ribbon cutting. Stevenson Brooks and Carole Campbell have created one of the most sought after sales and management training companies in the valley. Call 702.400.2705 or visit: [www.mbsb.sandler.com](http://www.mbsb.sandler.com).



**Ronald McDonald House Charities of Greater Las Vegas**, located at 2323 Potosi Street, is the cornerstone program of RMHC, and provides temporary housing for families who travel to Las Vegas to receive critical medical treatment for their children. Call 702.252.4663 or visit: [www.rmhlv.com](http://www.rmhlv.com).



**Arc Vision**, a leading national architectural firm specializing in multi-location restaurant and retail design, is proud to join the Las Vegas Chamber. Arc Vision provides premium architectural, engineering, and store planning services to clients of all sizes. Call 702.932.8215 or visit: [www.arcv.com](http://www.arcv.com).



**Byrd Phones**, a wireless dealer, celebrated its new Chamber membership. Byrd Phones is located at 1717 S. Decatur Blvd., #E35. Call 702.302.4464 or visit: [www.byrdphones.com](http://www.byrdphones.com).



**Smooth Transitions of Las Vegas-Henderson, LLC**, is proud to announce the grand opening of its Southern Nevada location. The company is located at 2505 Anthem Village Dr., #E333 in Henderson and specializes in a variety of services dedicated in downsizing and moving for seniors. Call 702.375.9066 or visit: [www.movingforseniorssl.com](http://www.movingforseniorssl.com).



**BO-AMS** provides meeting and office space for business professionals. It specializes in modern conveniences for businesses by providing services and space while minimizing overhead. Clients enjoy state-of-the-art technology for small to medium size meetings and office use. Call 702.628.5434 or visit: [www.boams.net](http://www.boams.net).





The new **Discount Tire** store in Las Vegas at 3830 Blue Diamond Road celebrated its grand opening with a ribbon cutting on Friday, March 12. Discount Tire has more than 750 stores nationwide. Call 702.893.3322 or visit: [www.tires.com](http://www.tires.com).



**BannerView.com** celebrates 10 years of building great websites. From Basic web design to a complete line of E-business products that include email marketing and ecommerce. Call 702.312.9444 or visit: [www.bannerview.com](http://www.bannerview.com).



**Merryhill Elementary School** on Durango Drive celebrated the opening of its new west wing. The expansion includes a science lab, media room, and 21st century skill lab. The expansion will allow the school to serve an additional 54 students and families. Call 702.889.2803 or visit: [www.lasvegas.merryhillschool.com](http://www.lasvegas.merryhillschool.com).



**MEET Las Vegas** is proud to announce the grand opening of its revolutionary event center at 233 South 4th Street. MEET offers unlimited options with its customizable digital design environment and flexible rigging infrastructure. Visit: [www.MEETlv.com](http://www.MEETlv.com).



**DECOLLETAGE** designer and owner, Rita Ravin, announces her grand opening with friend, Doris Bunce and Chamber Navigator Sammie Kasprzyk. DECOLLETAGE specializes in custom made and a one-of-a-kind unique collection jewelry. Call 702.860.3457 or email: [yourDECOLLETAGE@aol.com](mailto:yourDECOLLETAGE@aol.com).



**Shea's Bar & Grill** is proud to announce its grand opening. This family-owned establishment is located at 6412 Losee Rd., North Las Vegas, 89086. Call 702.399.7650 or visit: [www.shea'sbarandgrill.com](http://www.shea'sbarandgrill.com).





**Living Waters Intl.**, a family services agency, opened its outpatient counseling clinic located at 911 N. Buffalo Dr., Ste. 208. Living Waters provides professional counseling, youth education, and prevention services, and residential programs for young women. Call 702.834.3884 or visit: [www.livingwatersfamily.org](http://www.livingwatersfamily.org).



**Queens Cleaning Express** is proud to announce its grand opening in Las Vegas. The company provides commercial and residential services. Free Estimates. Contact Karla at 702.762.8863 or Maria at 702.542.2779 or visit: [www.queenscleaningexpress.com](http://www.queenscleaningexpress.com).



**Emergency Room Creative, Inc.** celebrated nearly a decade of providing a complete array of advertising, marketing and design services, with an emphasis on corporate identity, image branding, special event announcements, casino/resort marketing, and sales collateral. Call 702.795.7020 or visit: [www.4erom.com](http://www.4erom.com).



**Olive Crest**, children and family service agency, held an open house at its new location, 4435 S. Jones Blvd. Pictured: Stacy Miller Eisenberg, Councilman Stavros Anthony, Thalia Dondero, Ken Lange, Angel Rivas Jr., and Jennifer Bevacqua. Call 702.221.6224 or visit: [www.olivecrest.org/nv](http://www.olivecrest.org/nv).



**Family & Cosmetic Dentistry, Inc.**, office of Dr. Rex Liu & Associates, celebrated its 20-year anniversary serving Las Vegas. Dr. Liu, a native Las Vegas and USC graduate, offers comprehensive care with excellent service and a friendly staff. Call 702.454.0858 or visit: [www.familycosmeticdentistryinc.com](http://www.familycosmeticdentistryinc.com).



Fourth generation pawn broker Michael Mack is proud to announce the grand opening of his new Las Vegas store. **Max Pawn & Jewelry Superstore** is located at 2400 S. Jones Blvd. Call 702. 253.7296 or visit: [www.max-pawn.com](http://www.max-pawn.com).



# Call for Nominations!

## Small Business Excellence Awards

Celebrate small business excellence  
in Southern Nevada

**Submit your nominations online**  
**Five categories to choose:**

Small Business of the Year (5 or fewer employees)

Small Business of the Year (25 or fewer employees)

Emerging Business of the Year

Non-Profit Business of the Year

Green Business of the Year

To nominate go to [www.lvchamber.com](http://www.lvchamber.com)  
Nomination deadline is June 25, 2010

**The Annual Small Business Excellence Award Luncheon**

**Thursday, September 16, 2010**

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of Commerce



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Jessica Gerloff  
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David Williams

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Michelle Knoll  
Bill MacDonald  
Mark Sirianni  
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Craig Primas

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Don Ross

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### Foot Solutions Summerlin

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Jacob Sobotka

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### Large Vision Business Network

Paula Jackson

### Las Vegas Dance Finale

Lynn Martinez

### Las Vegas Leisure Guide

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### Lasting Impressions Video Photography

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### Lousteel, LLC

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### Magna Electric, Inc.

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Mark Vranesh

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Emily McFarling

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### North American Realty of Nevada

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Michael Sterlacci

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Welder Photography & Art  
Allison Welder

Willden Investments, LLC  
Nick Willden

*Congratulations!*

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **May 2010**.

#### TWENTY+ YEARS

AAA Nevada (55)  
Blystone Family Investments (45)  
First American Title Company  
Nevada (39)  
University of Nevada, Las Vegas  
(UNLV) (31)  
Better Business Bureau of  
Southern Nevada, Inc. (31)  
Yellow Checker Star  
Transportation (28)  
Carlino & Carlino Advertising (28)  
Muscular Dystrophy Association of  
Southern Nevada (26)  
Green Valley Grocery-Corporate  
Office (26)  
Nevada Legal News, LLC (23)  
Toll Bros., Inc. (22)  
Perini Building Company -  
Lic. # 2396 (21)  
Boyd Gaming Corporation (20)

#### FIVE YEARS

Abyzaby Pet Sitting  
Bakery King  
Ca'd'oro  
Desert Moon Productions, LLC  
Duane Morris, LLP  
Horologio  
Jiffy Smog  
Last Second Media  
LBI Holdings, Inc.  
Lieberent, Inc.  
Lucas Group  
M. Gribble Services  
MA Holdings, Inc.  
Melvin Harry Weinberg, PC  
Nevada Fusion, Inc.  
Niacorp Commercial, Inc.  
Niacorp Development, Inc.  
Patchin Pictures  
Smog Xpress  
Travel Excellence  
UPS Store #5200  
Xavier Gonzales, Attorney At Law

#### TEN YEARS

Alor, Inc.  
Associated Bag Company  
Blue Man Group/Venetian  
Boston Pizza No. 1  
City Laundry & Cleaners  
Michael J. Dawson, Esq.  
Steven T. Giorgione, CPA, Ltd.  
Haig's Quality Printing  
Henderson Appraisal Service  
Las Ventanas  
Legal, Inc.  
Motiv8/Inside Las Vegas  
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## Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at [pr@lvchamber.com](mailto:pr@lvchamber.com)

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Coming Events

**The University of Southern Nevada** will hold its 8th annual "Run for the Roses" scholarship gala on Saturday, May 1, at The Ritz-Carlton at Lake Las Vegas. The Kentucky Derby-themed event will begin at 5:30 p.m. 702.968.2055.

**Colliers International-Las Vegas** will host its 15th annual Links for Life golf tournament on Monday, May 3, at Bear's Best gold course. The event raises funds for children's charities in Southern Nevada. [www.lvcolliers.com](http://www.lvcolliers.com)

**Ricardo's Mexican Restaurant** will celebrate its 30th anniversary on May 21-23, and will feature a Guinness World Record attempt for the "World's Largest Margarita". Proceeds from the celebration will benefit **Susan G. Komen for the Cure of Southern Nevada**. [www.ricardosoflasvegas.com](http://www.ricardosoflasvegas.com)

## Congratulations

**Nevada Commerce Bank** celebrates its 10-year anniversary. Over the past decade, the bank has steadily grown, offering two full-service branches in the Las Vegas Valley.

**Cashman Equipment** received the award for Best Redevelopment Project for its North Las Vegas Rental Store at the 2010 NAIOP Spotlight Awards.

**GES National ServiCenter** was presented with a Stevie Award in the "Contract Center -Up to 100 seats" category in the 4th annual Steve Awards for Sales & Customer Service. The center provides support for customers participating in GES-contracted exhibitions and events.

**Emergency Room Creative** was recognized with two silver and one bronze award at the Las Vegas Advertising Federation's 2010 ADDY Awards.

Bill Rosado, president of **ManagedPAY**, was recognized during the Nevada State Wrestling Championship for his years of support and accomplishments in wrestling.

The Glenn Group received 39 awards, including the Judge's Special Choice award, from the American Advertising Federation - Las Vegas during the 2010 Las Vegas ADDY Awards competition.

Cassandra Cotton, community relations and multicultural outreach representative for **Nathan Adelson Hospice**, received

a notable Community Citizen award from the Community Partners for Better Health.

**University of Nevada Cooperative Extension's** Master Gardner program celebrated the graduation of its 1000th Master Gardner.

**Jason's Deli** was voted "Best Deli of Las Vegas" for the 10th consecutive year by the readers of the Las Vegas Review-Journal in its annual Best of Las Vegas poll.

## Community Service

**NV Energy Foundation** awarded a \$25,000 grant to Spread the Word, a local nonprofit children's literacy organization. The funds will help provide books and literacy services, as well as promote higher education to disadvantaged youth in Southern Nevada.

The annual beer fest at **Monte Lago Village Resort** drew more than 2,000 attendees and raised nearly \$40,000 for **New Vista Community**.

**City National Bank** awarded 12 Reading is the Way Up grants to support literacy-based projects at elementary, middle and high schools in Nevada. The bank gave a total of \$8,500, which will help augment or expand literacy projects that have a tangible affect on student achievement.

## Announcements

**AlertBoot**, a leading provider of full disk encryption, launched its new cloud-based encryption service that provides organizations of any size with cost-effective, scalable and highly secure hard disk encryption.

**Nevada Contractors Association** names Mike Olson, president of Olson Precast, Co., as its 2010 chairman. Brent Conrad of Werdco B.C. serves as vice president and Travis Burton of Perini Building Co. is secretary/treasurer.

**Grubb & Ellis Las Vegas** promoted Dave A. Dworkin to research manager and hired Scott Price as marketing assistant.

**Datanamics, Inc.** renewed its Premier Certification from Cisco, indicating that it has continually met the standards for networking competency, service, support and customer satisfaction.

Technology Business Alliance of Nevada (TBAN) names Mike Yoder of Advanced

Information Systems, Allison Ploen of **IBM** and Joseph Stanley of **BannerView.com** to its board of directors.

**MountainView Hospital** appointed Shari Chavez, RN MHA, to chief nursing officer.

**Piercy Bowler Taylor and Kern (PBTk)**, a full-service CPA firm, opened a new office in Sandy, Utah, as part of its overall growth strategy in the Southwest. The firm is celebrating its 20th anniversary.

Nate J. Hildner was appointed state executive director for Nevada by **Farmers Insurance Group of Companies**. Hildner will oversee the Farmers operations throughout Nevada.

Mary Beth Hartleb of **PRISM HR** has been named state council director of the Nevada State Council of Society of Human Resource Management.

**Helping Hands of Vegas Valley** has appointed Deanna Allen of BDO Seidman, LLP and Matthew Parkins of McCarthy Building Companies, Inc. to its board of trustees.

**Red Carpet Marketing & Public Relations** has expanded and moved its offices to 4087 Dean Martin Drive in Las Vegas.

**Frias Transportation** launched a program that allows customers to request a taxi or limousine by texting either "taxi" or "limo" to 702222 for a pickup. It has also added an easy-to-remember phone number at 702.888.4888 for taxicab and limousine requests.

Linda Bernstein of **LJB Consulting, LLC** has published a book on work ethics entitled "*It All Comes Down to WE!*" with stories about how to build work ethics in your life. [www.ItAllComesDowntoWE.com](http://www.ItAllComesDowntoWE.com).

## Projects and Deals

**Sunrise Hospital** and **Sunrise Children's Hospital** formed a new partnership with CareFlight's air ambulance services. The partnership will help expedite transports as well as go into hard-to-access areas.

**Commercial Executives** brokered the leasing of 6,680 square feet of office space. The 36-month lease is valued at more than \$300,000

**CORE Construction** completed Phase I of Three Lakes Valley Conservation Camp at 21055 Cold Creek Road in Indian Springs.



Business Education Series 2011

## Call for Speakers Deadline June 4

The Las Vegas Chamber of Commerce is seeking professional, engaging and informative speakers for the 2011 Business Education Series.

Business Education Series seminars are a collection of interactive learning workshops designed to help business owners, managers and executives navigate the dynamics in the world of commerce providing practical strategies for today's marketplace.

**Suggested topics include but are not limited to:**

- Sales
- Marketing
- Public Relations
- Advertising
- Customer Service
- Human Resources
- Time Management
- Technology
- Networking
- Work Life Balance
- Social Media
- Leadership
- Motivation & Inspiration

**The deadline for submissions is Friday, June 4.**

To learn about the Chamber's Business Education Series visit [www.lvchamber.com](http://www.lvchamber.com) and click on Programs.

Contact Emily Karella at 702.641.5822  
or [ekarella@lvchamber.com](mailto:ekarella@lvchamber.com).

**Las Vegas** Chamber  
of Commerce

# WHO DO YOU WANT TO TALK TO?

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“The Las Vegas Chamber of Commerce is the gathering place for thousands of businesses, as well as educational institutions, hospitals, not-for-profit organizations and government agencies.”

## Matt Crosson Q and A... *continued from page 3*

their city that they no longer marvel at the remarkable imagination and innovation that went into the design of many of the buildings along the Strip. There is nothing anywhere quite like it. CityCenter is one of the most extraordinary examples of innovative and artistic design in the country. That commitment to imagination and innovation in design can be a building block for the city's future. I also was impressed by the easy livability of the surrounding communities. There is a lot more to life in Las Vegas than the Strip. Without exception, everyone I have spoken to who either lives in Las Vegas or has friends who do, says it is a wonderful place to live, work and raise kids. There is an unending supply of fun things to do; a very low-hassle lifestyle; and a lot of nice, friendly people. All of these things also are important building blocks for the future.”

**Q:** What do you see as the key economic issues facing Southern Nevada?

**A:** “For small businesses, which are the foundation of the economy in Southern Nevada and the country as a whole, the first key issue is surviving the recession. Everything else, obviously, is secondary. The recession is not over, and it may not be over for a while. Small businesses need help staying in business. They need help getting customers through the door, help finding credit, help with management and accounting problems. All businesses, large and small, and the entire population of Las Vegas, are in the same economic boat together. The more they help each other, the more people and businesses buy from Las Vegas companies, for example, the faster we will all emerge from the recession. From a longer-term perspective, it is clear that the economy of Southern Nevada would benefit from diversification. That does not mean de-emphasizing the importance of gaming, hospitality, food and beverage, real estate

and construction. It means adding to those industries so that if the nation's economic cycle turns down again sometime in the future, the economic base of the region is broader and can handle the downturn with less pain for people. Diversification has been done successfully in many places around the country and it can be done successfully in Southern Nevada. This region has a lot going for it as an attractive location for businesses. Diversification here, while not easy to accomplish, is very realistic.”

**Q:** What role do you see the Chamber playing in helping speed Southern Nevada's long-term economic recovery?

**A:** “The Las Vegas Chamber of Commerce is the gathering place for thousands of businesses, as well as educational institutions, hospitals, not-for-profit organizations and government agencies. For that reason, the Chamber's principal role in the region's economic recovery should be as a convener, bringing all of those disparate companies and organizations together to determine what Southern Nevada's economic future should look like. Economic recovery and diversification on the scale needed in Southern Nevada requires a very clear vision and a plan in which each segment of the entire community has a well-defined role. The Chamber's job should be to bring the community together in a well-organized and highly productive process to create that vision, establish the plan and define the roles each segment of the community should play to make it happen. The Chamber should not dictate the shape of the region's future economy; it should lead the community in defining its own future. It is all about collaboration, and the Chamber should be the catalyst to make that collaboration possible.” ■

## Health care reform... *continued from page 6*

- Gradual phase-outs will apply: The credit phases out gradually for firms with average wages between \$25,000 and \$50,000 and for firms with the equivalent of between 10 and 25 full-time workers.
- Premium cost eligibility: To avoid an incentive to choose a high-cost plan, an employer's eligible contribution is limited to the average cost of health insurance in Nevada.

### Impact of Health Care Legislation on Nevada Residents

It is estimated that 518,000 Southern Nevada residents are currently uninsured; of that number, 311,000 will now qualify for premium tax credits to help them purchase health coverage. An estimated 328,000 Nevada seniors will receive free preventive services and 58,200 seniors will have their drug costs in the Medicare Part D “donut hole” covered over time. Overall, reform will provide \$5 billion

in premium tax credits and cost-sharing tax credits for residents in Nevada from 2014 to 2019 to purchase private health insurance.

### How the Chamber Can Help

Currently, 44 percent of Chamber member businesses utilize the Las Vegas Chamber of Commerce Group Health Benefits Program overseen by Chamber Insurance and Benefits, LLC. The health plan is offered through Sierra's Health Plan of Nevada. The plan is in compliance with the new governing regulations of the Patient Protection and Affordable Care Act in that it requires employers to pay at least 50 percent of premiums, does not exclude those with pre-existing condition, carries no lifetime limit on benefits and requires no waiting period following approval. To learn more, visit [www.chamberib.com](http://www.chamberib.com) or call 702.427.5762. ■





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## Expo... *continued from front page*

Another repeat Business Expo exhibitor travels from out of state to take advantage of the marketing value provided by the event.

"We fly in just for Business Expo, as it offers us a great networking opportunity," says Suzen Brasile, Executive Director, Pismo Beach Conference & Visitors Bureau. "Business Expo is the best-priced show for the money."

The Chamber's Business Expo is a well-known, popular trade show/mixer with a solid, consistent attendance which exceeds more than 1,700 annually. Exhibitors and sponsors recognize the in-depth marketing support the Chamber provides to ensure a high turnout. Exhibiting opportunities are open exclusively to Chamber members, and attendance is open to the entire business community.

### World Market Center provides a premium exhibiting space

Business Expo's new home at World Market Center provides exhibitors with a wealth of new high-tech features: an intimate, gallery-like feel, central location with easy access from I-15, free wireless Internet access for exhibitors, loading docks with large freight elevators and a variety of free parking options. Additionally, Chamber members with environmentally-friendly products and services and members who have a commitment to sustainable operations can stand out at Expo with a "green" exhibit space.

Business Expo 2010 exhibits are open from Noon-5:00 p.m. Admission is \$10.00. For more information on how you can be part of the excitement and showcase your business, visit [www.lvchamber.com/business-expo](http://www.lvchamber.com/business-expo) or call 702.641.5822.

### Pre-Show Exhibit Tips

If you have already made the commitment to be part of the Chamber's Business Expo 2010, now is the time to start planning how to make this experience the most successful it can be. Here are some tips for pre-show preparation:

- Begin planning the physical elements of your booth, including set-up and signage.
- Look for a "wow" factor that will attract people to your booth.
- Consider what you will need in terms of collateral marketing materials and take-aways. The Chamber's online Business Directory is a great place to find fellow Chamber members who specialize in high-quality tradeshow products and services.
- Decide how you want to staff your booth and determine the role each company representative will play.
- Look for creative ways to let your current customers and business colleagues know you will be exhibiting at Business Expo. Place a notice on your company website or in your company newsletter.

More tips are available for exhibiting on the Business Expo website. To help exhibitors even further, the Chamber is holding a Business Expo Exhibitor Workshop on Thursday, June 3, at the World Market Center, World View Room. The workshop is free to attend if you have registered for Business Expo, but RSVP is required. Attendees will get information about show logistics, load-in and load-out rules and regulations by Business Expo partner GES Global Experience Specialists and a tour of the exhibit hall is planned (subject to change). Check-in begins at 2:30 p.m. and the program is from 3:00 – 6:00 p.m. For more information call Jeanette Ratcliffe at 702.586.3843 or email at [jratcliffe@lvchamber.com](mailto:jratcliffe@lvchamber.com). ■

## New HIRE Act ... *continued from page 8*

to hire workers in 2010. By eliminating payroll taxes on the amount paid to previously unemployed workers and providing an extra \$1,000 tax credit for retaining these workers for at least a year, we are giving Nevada's employers that extra motivation to increase employment. As employers take advantage of this incentive, more Nevadans will move off of the unemployment roles and back into the job market. As Nevada's workers regain their financial footing they, too, will begin gaining confidence in Nevada's recovery and begin to spend their incomes on goods and services, which will further boost Nevada's economy.

**Q:** How many new jobs are anticipated to be created in

Nevada through the jobs bill?

**A:** As of March, Nevada had 187,000 workers unemployed and looking for work, many having been unemployed for a long time. The incentives created by the HIRE Act will be available for most of these workers; total job creation numbers are difficult to estimate right now and depend on how many businesses take advantage of the incentives provided by the HIRE Act.

**Q:** Where can business owners go for more information?

**A:** Businesses can get more information on the tax incentives included in the HIRE Act at the IRS website at: [www.irs.gov](http://www.irs.gov). ■

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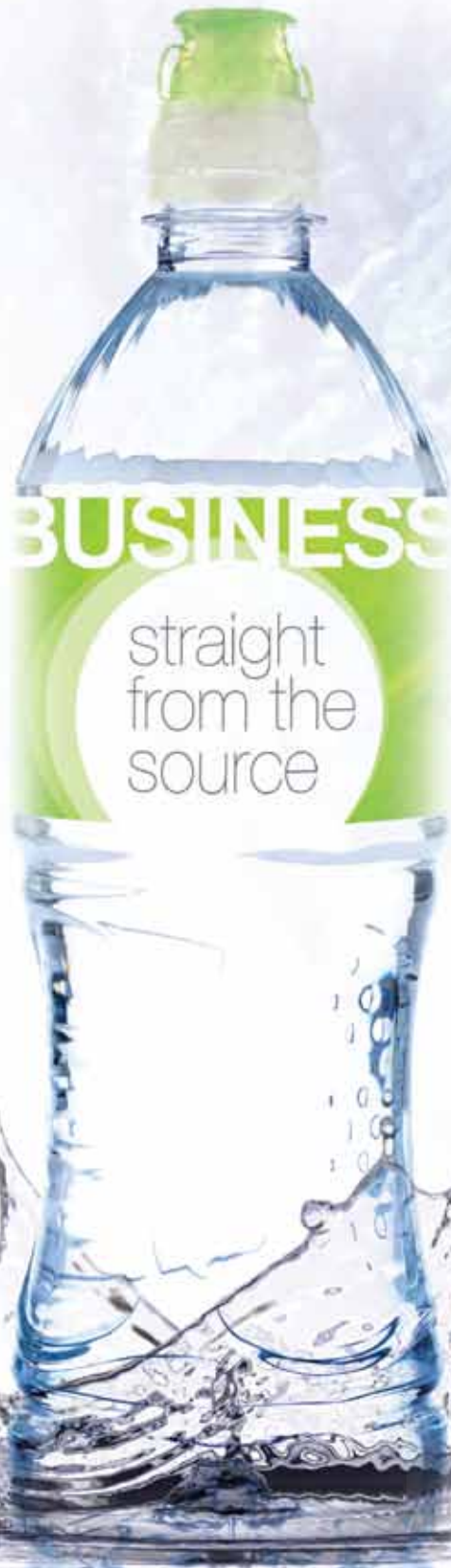
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